

## WHAT IS CLAIMED IS:

1. A method for embedding chat functions in a Web page, comprising:  
linking a chat client to a browser having an application program interface through the  
application program interface, the browser being resident on a client computer  
having a client display device;  
5 furnishing commands from a server to the browser to establish browser and chat  
regions on the client display device;  
furnishing browser content from a server to the browser, the browser being  
responsive to the browser content to display the browser content in the  
browser region of the client display device; and  
10 furnishing chat content to the browser, the browser being responsive to the chat  
content to invoke the chat client through the application program interface,  
and the evoked chat client being responsive to the chat content to display the  
chat content in the chat region of the client display device through the  
browser.
2. A method as in claim 1 wherein the browser is the Netscape Navigator browser and  
the application program interface is implemented as a plug-in architecture.
3. A method as in claim 1 wherein the browser is the Microsoft Explorer browser and  
the application program interface is implemented as an ActiveX architecture.
4. A method for embedding chat functions in a Web page, comprising:  
installing a browser having an application program interface on a client computer  
having a client display device;  
installing a chat client on the client computer, the chat client being linked to the  
5 browser through the application program interface;

furnishing HTML commands from an HTTP server to the browser to establish  
browser and chat regions on the client display device;  
furnishing HTML documents from a server to the browser, the browser being  
responsive to the HTML documents to display the HTML documents in the  
10 browser region of the client display device; and  
furnishing chat content to the browser, the browser being responsive to the chat  
content to invoke the chat client through the application program interface,  
and the evoked chat client being responsive to the chat content to display the  
chat content in the chat region of the client display device through the  
15 browser.

5. A method as in claim 4 wherein the chat content is of a particular MIME type and  
the browser is responsive to the particular MIME type.

6. A method as in claim 4 wherein the chat content is a file having a particular  
extension and the browser is responsive to the particular extension.

7. A system for embedding chat functions in a Web page, comprising:  
a client computer having a client display device, the client computer having an  
installed browser application having an application program interface and an  
installed chat application, the chat application being linked to the browser  
5 application through the application program interface;  
a first server programmed to furnish commands from the first server to the browser  
application for establishing browser and chat regions on the client display  
device;  
a second server programmed to furnish browser content from the second server to the  
10 browser application, the client computer being programmed by the browser  
application to display the browser content in the browser region of the client  
display device; and

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a chat server programmed to furnish chat content to the browser application, the client computer being programmed by the browser application to invoke the chat client through the application program interface, and the client computer being programmed by the chat client to display the chat content in the chat region of the client display device.

8. A method as in claim 7 wherein the first and second servers are a single server active at respective first and second times.

9. A method as in claim 7 wherein the first and second servers are different servers.

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